

In the claims:

1. (original) A video exposure reporting system comprising:

a computer storage unit for storing digital video data representative of video information;

a plurality of digital projector assemblies coupled to said central computer storage unit;

production means for assembling first presentation data to be shown at a first digital projector assembly;

audience attendance feedback means for receiving first attendance data representative of information regarding a number of people comprising a first audience in an environment associated with said first digital projector assembly at a first show time; and

exposure log generation means for recording first log data that is representative of the display of the first presentation data to the first audience.

2. (original) The video exposure reporting system as claimed in claim 1, wherein said system further includes exposure correlation means for correlating said first attendance data with said first log data, and for providing first correlation data.

3. (original) The video exposure reporting system as claimed in claim 1, wherein said system further includes exposure report means for providing a report of said first correlation data.

4. (original) A video exposure reporting system comprising:

a computer storage unit for storing digital video data representative of video information;

a plurality of digital projector assemblies coupled to said computer storage unit;

production means for assembling first presentation data to be shown at a first digital projector assembly at a first show time that includes a first subset of digital video data from said computer storage unit, and for generating second presentation data to be shown at a second digital projector assembly at a second show time that includes a second subset of digital video data from said computer storage unit;

audience attendance feedback means for receiving first attendance data representative of information regarding a number of people comprising a first audience in an environment associated with said first digital projector assembly at said first show time, and for receiving second attendance data representative of information regarding a number of people comprising a second audience in an environment associated with said second digital projector assembly at said second show time;

exposure log generation means for recording first log data that is representative of the display of the first selected digital video data to the first audience at said first show time, and for recording second log data that is representative of the display of the second selected digital video data to the second audience at said second show time; and

exposure correlation means for correlating said first attendance data with said first log data and providing first correlation data, and for correlating said second attendance data with said second log data and providing second correlation data.

5. (original)           The video exposure reporting system as claimed in claim 4, wherein said system further includes exposure report means for providing a report of said first correlation data and a report of said second correlation data.

6. (original)           The video exposure reporting system as claimed in claim 4, wherein said first show time and said second show time are concurrent and said first and second digital projector assemblies are located in different theatre environments.

7. (original)           The video exposure reporting system as claimed in claim 4, wherein said first and second digital projector assemblies are located in the same theatre environment and said first and second show times are different.

8. (original)           A video exposure reporting system comprising:

- a computer storage unit for storing digital video data representative of video information;
- a plurality of digital projector assemblies coupled to said computer storage unit;
- request receiving means for receiving a first job request for the presentation of a first set of digital video data;
- request fulfillment means for determining whether said first job request will be fulfilled;
- production means for assembling first presentation data to be shown at a first digital projector assembly at a first time that includes said first set of digital video data;
- audience attendance feedback means for receiving first attendance data representative of information regarding a number of people comprising a first audience in an environment associated with said first digital projector assembly at said first show time;
- exposure log generation means for recording first log data that is representative of the display of the selected digital video data to the first audience; and
- exposure correlation means for correlating said first attendance data with said first log data, and for providing first correlation data.

9. (currently amended) The video exposure reporting system as claimed in claim 8, wherein said request fulfillment means **is** further ~~receives~~ **configured to receive** a second job request for the presentation of a second set of digital video data.

10. (currently amended) The video exposure reporting system as claimed in claim 9, wherein said production means **is** further ~~assembles~~ **configured to assemble** second presentation data to be shown at a second digital projector assembly at a second show time that includes said second set of digital video data.

11. (currently amended) The video exposure reporting system as claimed in claim 10, wherein said audience attendance feedback means **is** further ~~receives~~ **configured to receive** second attendance data representative of information regarding a number of people comprising a second audience in an environment associated with said second digital projector assembly at said second show time.

12. (currently amended) The video exposure reporting system as claimed in claim 11, wherein said exposure log generation means **is** further ~~records~~ **configured to record** second log data that is representative of the display of the selected digital video data to the second audience.

13. (currently amended) The video exposure reporting system as claimed in claim 12, wherein said exposure correlation means **is** further ~~correlates~~ **configured to correlate** said second attendance data with said second log data, and provides second correlation data.

14. (original)           The video exposure reporting system as claimed in claim 13, wherein said first show time and said second show time are concurrent and said first and second digital projector assemblies are located in different theatre environments.

15. (original)           The video exposure reporting system as claimed in claim 13, wherein said first and second digital projector assemblies are located in the same theatre environment and said first and second show times are different.